

## Refine Search

### Search Results -

Terms	Documents
L32 and (databases! or data with bases!)	15

Database:

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*DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR*

<u>L35</u>	L32 and (databases! or data with bases!)	15	<u>L35</u>
<u>L34</u>	L33 and printer	16	<u>L34</u>
<u>L33</u>	L32 and (databases or data with bases)	34	<u>L33</u>
<u>L32</u>	l18 and advertis\$ near2 (layout or format)	50	<u>L32</u>
<u>L31</u>	l23 and l30	7	<u>L31</u>
<u>L30</u>	l22 and l29	111	<u>L30</u>
<u>L29</u>	l21 and L26	333	<u>L29</u>
<u>L28</u>	l20 and L26	27900	<u>L28</u>
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<u>L22</u>	L21 and printer	493	<u>L22</u>
<u>L21</u>	L20 and ("ad" or advertis\$ or advertising) near2 (layout or format)	1169	<u>L21</u>
<u>L20</u>	(internet or www or network or web)	1658533	<u>L20</u>
<u>L19</u>	L18 and advertis\$ near layout	12	<u>L19</u>
<u>L18</u>	715.clas.	22122	<u>L18</u>
<u>L17</u>	L14 and (newspaper or magazine or phamplet or booklet) near2 (layout or format)	1	<u>L17</u>
<u>L16</u>	L15 and (newspaper or magazine or phamplet or booklet) near2 (layout or format)	0	<u>L16</u>
<u>L15</u>	L14 and code	730	<u>L15</u>
<u>L14</u>	search\$ near2 (first or primary or main) and (second or secondary) near2 (data with base or database)	1061	<u>L14</u>
<u>L13</u>	6526158.pn.	2	<u>L13</u>
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<u>L4</u>	('5740549')[PN]	2	<u>L4</u>
<u>L3</u>	("5740549".pn.)	2	<u>L3</u>
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<u>L1</u>	(09/849305) and dixon	1	<u>L1</u>

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L3: Entry 1 of 2

File: USPT

Apr 14, 1998

US-PAT-NO: 5740549

DOCUMENT-IDENTIFIER: US 5740549 A

**\*\* See image for Certificate of Correction \*\***

TITLE: Information and advertising distribution system and method

DATE-ISSUED: April 14, 1998

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Reilly; James P.	San Francisco	CA		
Hassett; Gregory P.	Cupertino	CA		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
PointCast, Inc.	Sunnyvale	CA			02

APPL-NO: 08/ 489591 [PALM]

DATE FILED: June 12, 1995

INT-CL: [06] G06 F 17/60

US-CL-ISSUED: 705/14

US-CL-CURRENT: 705/14

FIELD-OF-SEARCH: 395/214, 395/200.09, 395/200.11, 395/200.15, 395/602, 395/604, 705/1, 705/14

PRIOR-ART-DISCLOSED:

## U.S. PATENT DOCUMENTS

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5617565 April 1997

Augenbraun et al.

395/604

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ART-UNIT: 271

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ABSTRACT:

In summary, the present invention is an information and advertising distribution system. A data server stores and updates a database of information items and advertisements. The information items and advertisements are each categorized so that each has an associated information category. Workstations remotely located from the data server each include a display device, a communication interface for receiving at least a subset of the information items and advertisements in the data server's database and local memory for storing the information items and advertisements received from the data server. An information administrator in each workstation establishes communication with the data server from time to time so as to update the information items and advertisements stored in local memory with at least a subset of the information items and advertisements stored by the data server. An information display controller in each workstation displays on the workstation's display device at least a subset of the information items and advertisements stored in local memory when the workstation meets predefined idleness criteria. At least a subset of the workstations include a profiler for storing subscriber profile data. The subscriber profile data represents subscriber information viewing preferences, indicating information categories for which the subscriber does and does not want to view information items. The information display controller includes a filter for excluding from the information items displayed on the display device those information items inconsistent with the subscriber profile data.

20 Claims, 13 Drawing figures

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